Claims 1-66 (canceled)

67. (previously presented) A computer-readable medium storing computer-executable instructions for causing a computer-controlled apparatus to implement an auction management system, comprising:

a menu-driven utility configured to assemble auction submissions from predefined advertisement templates, product images, textual descriptions, and user-specified auction parameters entered into the advertisement templates, and to store the auction submissions in an electronic auction submission library;

an electronic auction monitoring report configured to display a plurality of auction management records within a common view, wherein each auction management record displays information pertaining to a respective auction submission and comprises tracking fields identifying post-sale activities to be performed in connection with the sale, wherein the view of each tracking field is alterable to indicate a completion status of its associated post-sale activity; and

an auction consolidation engine configured to post the auction submissions to one or more electronic auctions in accordance with the user-specified auction parameters, automatically revisit the auction sites, extract updated auction information pertaining to the auction submissions, update the auction monitoring report with the updated auction information, determine that a successful auction submission has resulted in a sale to a buyer, and update the auction management record for the successful auction submission with closed auction data associated with the sale.

68. (currently amended) The computer-readable medium ~~auction management system~~ of claim 67, wherein the auction consolidation engine is configured to receive user input altering the view of a selected tracking field to indicate completion of its associated post-sale activity.

69. (currently amended) The <u>computer-readable medium</u> ~~auction management system~~ of claim 67, wherein the auction consolidation engine is configured to:

store settings data;

automatically perform a predefined post-sale operation in connection with the sale in accordance with the settings data associated with the auction management record for the successful auction submission; and

automatically display a corresponding tracking field in a state indicating completion of the post-sale operation.

70. (previously presented) The computer-readable medium of claim 69, wherein the predefined post-sale operation comprises sending a purchase notification message to the buyer.

71. (previously presented) The computer-readable medium of claim 69, wherein the predefined post-sale operation comprises sending an auction feedback message to a host of the auction that resulted in the sale.

72. (previously presented) The computer-readable medium of claim 67, wherein the menu-driven utility comprises functionality operative for:

creating an electronic inventory library comprising inventory records corresponding to items to be offered for sale at auction;

creating an electronic image library comprising images of the items in which each image is configured to be reusable for creating the auction submissions;

creating an electronic textual description library of the items in which each textual description is configured to be reusable for creating the auction submissions;

creating an electronic advertising template library in which each advertising template is configured to be reusable for creating the auction submissions;

displaying a menu-driven user interface configured to receive user commands creating the auction submissions;

receiving user instructions through the user interface to create a subject auction submission for a selected item, the instructions comprising a selected inventory record in the inventory library, a selected image in the image library, a selected textual

description in the textual description library, a selected advertising template in the advertising template library;

automatically creating the subject auction submission by combining the selected image, the selected textual description, and a set of auction parameters in a format defined by the selected advertisement template; and

obtaining predefined entries, user input entries, or a combination of predefined and user input entries setting selected values for the auction parameters and displaying the selected values in connection with corresponding auction parameters.

73. (previously presented) A computer-readable medium storing computer-executable instructions for causing a computer-controlled apparatus to perform the steps of:

creating a plurality of auction submissions for offering items for sale at auction;

posting the auction submissions to one or more auction sites;

displaying an auction monitoring report comprising a plurality of auction management records displayed within a common view, wherein each auction management record displays information pertaining to a respective auction submission;

revisiting the auction sites to extract updated auction information pertaining to the auction submissions;

updating the auction monitoring report with the updated auction information;

determining that a successful auction submission has resulted in a sale to a buyer;

updating the auction management record for the successful auction submission with closed auction data associated with the sale;

displaying tracking fields in association with the auction management record for the successful auction submission identifying post-sale activities to be performed in connection with the sale; and

altering the view of the tracking fields to indicate completion of the associated post-sale activities.

74. (previously presented) The computer-readable medium of claim 73, further comprising the step of receiving user input altering the view of a selected tracking field to indicate completion of its associated post-sale activity.

75. (previously presented) The computer-readable medium of claim 73, further comprising the step of responding to the sale by:

storing settings data;

automatically performing a predefined post-sale operation in accordance with the settings data associated with the auction management record for the successful auction submission; and

automatically displaying a corresponding tracking field in a state indicating completion of the post-sale operation.

76. (previously presented) The computer-readable medium of claim 75, wherein the predefined post-sale operation comprises sending a purchase notification message to the buyer.

77. (previously presented) The computer-readable medium of claim 75, wherein the predefined post-sale operation comprises sending an auction feedback message to a host of the auction that resulted in the sale.

78. (previously presented) The computer-readable medium of claim 73, wherein the predefined post-sale operation comprises creating and storing a billing record containing the auction closed data.

79. (previously presented) The computer storage medium of claim 73, further comprising the step of revisiting the auction sites to extract updated auction information in response to a user request for access to the auction monitoring report.

80. (previously presented) The computer storage medium of claim 73, wherein each auction management record comprises a row displaying the information pertaining to its respective auction submission and the tracking fields are displayed as icons.

81 (previously presented) The computer storage medium of claim 73, wherein tracking fields include tracking fields for purchaser notification, payment received, auction item shipped, and payment received.

82. (previously presented) A computer-readable medium storing computer-executable instructions for causing a computer-controlled apparatus to perform the steps of:

creating an electronic inventory library comprising inventory records corresponding to items to be offered for sale at auction;

creating an electronic image library comprising images of the items in which each image is configured to be reusable for creating the auction submissions;

creating an electronic textual description library of the items in which each textual description is configured to be reusable for creating the auction submissions;

creating an electronic advertising template library in which each advertising template is configured to be reusable for creating the auction submissions;

displaying a menu-driven user interface configured to receive user commands creating the auction submissions;

receiving user instructions through the user interface to create a subject auction submission for a selected item, the instructions comprising a selected inventory record in the inventory library, a selected image in the image library, a selected textual description in the textual description library, a selected advertising template in the advertising template library;

automatically creating the subject auction submission by combining the selected image, the selected textual description, and a set of auction parameters in a format defined by the selected advertisement template;

obtaining predefined entries, user input entries, or a combination of predefined and user input entries setting selected values for the auction parameters and displaying the selected values in connection with corresponding auction parameters;

storing the subject auction submission in an electronic auction submission library comprising a plurality of previously posted auction submissions; and

posting the subject auction submission to an electronic auction site to offer the item for sale at a subject auction.

83. (previously presented) The computer-readable medium of claim 82, further comprising the steps of:

determining that the subject auction submission has resulted in a sale to a purchaser;

obtaining closed auction data associated with the sale;

creating a billing record comprising the closed auction data;

transmitting the billing record to the purchaser; and

storing the billing record in a billing record library.

84. (previously presented) The computer-readable medium of claim 83, further comprising the steps of:

creating a sales record comprising the closed auction data;

receiving information regarding shipping and payment in association with the sale; and

entering the shipping and payment information into the sales record; and

storing the sales record in a sales record library.

85. (previously presented) The computer-readable medium of claim 82, further comprising the steps of:

creating an auction monitoring report configured to display a plurality of auction management records within a common view, wherein each auction management record displays information pertaining to a respective auction submission and comprises tracking fields identifying post-sale activities to be performed in connection with the sale, wherein the view of each tracking field is alterable to indicate a completion status of its associated post-sale activities; and

automatically revisiting the auction sites to extract updated auction information pertaining to the auction submissions, updating the auction monitoring report with the updated auction information, determining that a successful auction submission has resulted in a sale to a buyer, and updating the auction management record for the successful auction submission with closed auction data associated with the sale.